



# JACK DOYLE

## MONROE COUNTY EXECUTIVE

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**For Immediate Release:**  
**Tuesday, January 07, 2003**

### **Doyle Announces Lead Poisoning Prevention Initiative**

*\$2 Million Campaign Will Remediate 420 Homes and Apartments &  
Create A "Lead-Safe" Housing Registry*

Monroe County Executive **Jack Doyle** today announced a lead poisoning prevention initiative involving the remediation of 420 homes and apartments in the City of Rochester. In addition, a "lead-free" home registry will be established to provide low-income parents with an easy-to-use resource to find affordable, safe housing for themselves and their children. Educational outreach programs and the distribution of cleaning kits to at-risk families will also be included in the effort.

"Lead is a silent, but potentially devastating, problem in areas of our community," said Doyle. "This new initiative will help ensure that no child has their development or their dreams hindered by the damaging effects of lead."

Funding for the new initiative will be provided by a \$2 million grant from the U.S. Department of Housing and Urban Development, and over \$500,000 in services from Monroe County. In 1998, Monroe County conducted a similar lead-prevention effort that remediated 72 homes and apartments at a cost of \$1.7 million. The new program will be able to remediate more homes at a lower cost by using more cost-effective processes.

"The new 'lead-free' home registry, along with our remediation and education efforts will allow low-income families to access safe housing at an affordable price," said Doyle. "This initiative is important because it will allow working parents to provide a safe home for their children during their most crucial years of development."

In addition to the remediation of homes and apartments, and the creation of a "lead-free" home registry, the initiative also includes:

- Training in lead-safe work practices for approximately 500 property owners, painters and remodelers.
- An outreach effort partnering with local neighborhood groups and health care providers to target high-risk sectors of the City for focused lead poisoning education and blood testing referrals.

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- A special vacuum loan program will provide 35 high-efficiency vacuums to local hardware/paint stores, tool libraries and neighborhood centers for use in lead dust control.
- Lead poisoning advertising and promotion at public events, signs on billboards and buses, media/radio PSAs will be financed.

The initiative is a partnership with the City of Rochester; Rochester Housing Development Fund Corporation; Greater Rochester Housing Partnership; The Housing Council in the Monroe County Area, Inc.; Neighborhood Housing Services of Rochester, Inc.; the Rochester Lead Free Coalition; and other governmental and community agencies.

The County Legislature will consider this proposal during its January meeting.

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*For further information, call:*

*Communications and Special Events, 428-2380*

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